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Spotlight

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ON FOREIGN MARKETING



TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

U.S. DEPT. OF AGRICULTURE
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WASHINGTON REVIEW SESSIONS

Market development review sessions were held by FAS in December and January with the National Renderers Association, U.S. Feed Grains Council, American Soybean Association, Great Plains Wheat, Western Wheat Associates, Rice Council, Institute of American Poultry Industries, Dairy Society International, and the National Dry Bean Council.

The cooperators reported on the market situation, current and planned strategy for promotion, goals and measurements of progress, major activities in FY 1968, and plans and major shifts contemplated for FY 1969.

FAS management reported on plans for the overseas marketing plan review sessions, regulation revisions, automatic data processing of cooperator expenditures, the cooperator pay system, compliance with local laws and customs, and advance program funding plans.

MISS FROM MISS. CHOSEN 1968 MAID OF COTTON

Susan Holder, a 19-year-old Miss from Jackson, Mississippi has been selected as the 1968 Maid of Cotton.

CURRENT COTTON RECORD



Rice Council and FAS representatives at a market development review session in Washington D.C., January 11-12. Similar sessions were held with 8 other cooperators.

Susan made her first official appearance at the Cotton Bowl Festival in Dallas New Year's Day before going to New York for fitting of her high fashion all-cotton wardrobe. She will appear in 35 cities in the United States and Canada and will fly to Japan in April to appear in fashion shows and other activities at the U.S. Food and Agricultural Exhibition in Tokyo.

She will go to West Germany in June to appear in a Cotton Council International fashion film to be released in the U.S. next fall.

IN-STORE PROMOTION SCHEDULE

The following in-store promotions for American foods have been arranged by FAS for the first half of this year:

<i>DATE</i>	<i>COUNTRY</i>	<i>STORE GROUPS</i>	<i>NUMBER OF STORES</i>
March 18-30	Netherlands	Albert Heijn N.V.	360, including 52 Supers
May	Belgium	Delhaize Freres & Cie "LeLion"	32 Supers
March	Germany (South of Cologne to Wiesbaden area)	Koma-Sved	1,300 self service
Late March or April	Germany (Essen area)	VeGe	350 Supers
March-April	France	Inno-France	6 Supers
April	Germany (Lower Saxony)	Edeka	4,200 self service
March 25-31	Sweden (Stockholm area)	Norrmalms Livemedals AB	26 Supers
April 29- May 11	Sweden (All Sweden)	Vivo	1,000 self service
May-June	France (All France)	Spar	7,000 self service
May 1-15	Philippines (Quezon City)	New Frontier	2 large Supers
March 18-30	Denmark (Copenhagen area)	Irma A.S.	170 self service including 34 Supers
April	Germany	Latscha	Groups of self services stores

Jerome M. Kuhl, back in Washington after a tour as agricultural attache at Rio de Janeiro, has been assigned as a member of the Staff Economist Group, Office of the Secretary.



This Dutch housewife seems to like the American style bread being promoted by three large bakery groups in the Netherlands. The bread contains 50 percent or more American wheat and is receiving promotional assistance from Great Plains Wheat under a market development project.

BREAD CAMPAIGN IN HOLLAND PRODUCING SALES

American style, sliced, pre-packaged bread will be featured in a national consumer advertising campaign in the Netherlands this year as part of a continued program in that country to increase consumption of American wheat. The bread contains 50 percent or more U.S. hard wheat as contrasted with the soft wheat traditionally used by European bakers.

The program has been fostered by the Great Plains Wheat Rotterdam office. The 1968 campaign will be conducted by three Dutch bakery groups, as the third-party cooperators. The bakery groups, representing 60 percent of the bakery business in the Netherlands, will be providing 90 percent of the costs of the promotion.

The third-party cooperators are the SABA, an association of 92 independent bakers, the KING CORN group, representing three flour mills and 17 bakeries, and the CO-OP group, operating two flour mills and about 90 bakery shops.

The program began in 1961 with the introduction by a Rotterdam bakery of King Corn Sandwich Bread. The bread quickly caught on with Dutch consumers and in 1963 an association, SITOS N.V., was formed to promote the bread throughout the country. The success of this and follow-up campaigns for American bread and bakery products brought the SABA and CO-OP groups into the program.

The success of the program is illustrated by the CO-OP American style bread campaign. In 1965, when its promotion program for American style bread was initiated, the company was using about 600 sacks per week of the special type flour. In 1966 usage of this flour increased to 1,500 sacks weekly. During the first three months of 1967 an average usage of 3,000 sacks weekly was registered. Similar results have been achieved by the KING CORN and SABA groups.

A secondary benefit obtained from these advertising programs has been the effect on other bread producing organizations, many of which are now producing similar types of bread using high quality flour with a high percentage of U.S. hard wheat.

ADMINISTRATIVE VISITS

The second round of administrative visits will be held between February 19-March 8 with Keith Vice and Dick Passig of the Trade Projects Division as the FAS/Washington representatives.

London	February 19	Attache, Budget and Fiscal Northwest Horticultural Council
	February 20	U.S. Feed Grains Council Rice Council
	February 21	Fruit and Lard Groups
Athens	February 23	Attache, Budget and Fiscal U.S. Feed Grains Council
Bern	February 26	Attache, Budget and Fiscal
Zurich	February 27	Rice Council
Frankfurt	February 28	Institute for American Poultry Industries Rice Council
Bonn	February 29	Attache, Budget and Fiscal
Hamburg	March 1	U.S. Feed Grains Council Soybean Council of America
	March 2	Soybean Council of America
Hague-Rotterdam	March 4	Attache, Budget and Fiscal Institute for American Poultry Industries Dried Fruit Association
	March 5	U.S. Feed Grains Council
	March 6	Great Plains Wheat
Brussels	March 7	Attache, Budget and Fiscal Rice Council
	March 8	National Cannery Association California Cling Peach Advisory Board Florida Citrus Commission

Fred W. Traeger, previously Agricultural Attache at Lima, is the new Agricultural Attache in Manila, succeeding *Lee R. Paramore*, who has returned for an FAS/Washington assignment.



Sales of rice in Sweden, according to an in-store experiment conducted by the Rice Council, would increase 2-3 times if the rice was taken from its usual place on the shelf to a display stand near the meat counter.

PROMOTIONAL RESEARCH

The Rice Council recently tried an experiment in Sweden to develop trade interest in its product.

Rice consumption in Sweden averages only about 3.5 pounds per year as compared with potatoes at 176 pounds per year. Shopkeepers are/or were of the opinion that rice is a "hardware" item with a static consumption that could not be influenced very much by in-store activities.

To prove this wrong the Rice Council made an in-store experiment, moving the rice from its usual place on the shelf and exposing it to the customers at a display stand near the meat counter. No demonstrations or price reductions were used to influence the customer.

The relocation of rice in the shops increased sales very sharply. In one shop sales were doubled and in the other more than tripled. Rice sales also were higher after the display period was over, indicating that exposure of the product had a cumulative effect.

The results were featured in the October issue of *FRI KOPENSKAP*, Sweden's largest food trades magazine.

The Council is hopeful that shopkeepers in Sweden will now take a second look at rice and bring it out where it can be seen and purchased by housewives in Sweden.

TOKYO FAIR ACTIVITIES

Plans are nearing completion for the U.S. Food and Agricultural Exhibition in Tokyo, April 5-21.

Elmer Winner, the Fair Director, reports that construction contracts were approved in December for the 120,000 square foot exhibit of American foods at the Harumi Pier Exhibition Hall.

Print Hudson, recently returned from the attache post in Bern, is back-stopping the Tokyo exhibit in Washington. Robert Francis will supervise the self-service food store operation in Tokyo. Galen Yates will organize the budget and finance activities at the fair under the supervision of Thomas E. Morrow.

Edd Lemons, former Oklahoma Extension editor, has been in Tokyo for several months handling procurement and contracting for the exhibit. Dennis Avery, formerly with C&MS, is in Tokyo working with the public relations contractor.

Pete Keay, on loan from C&MS, is handling the people-to-people tour to Japan and the Far East being organized in connection with the exhibit.

NEBRASKA TO HELP SUPPORT GPW BRAZIL WHEAT PROGRAM

Great Plains Wheat has contracted with the Nebraska Association of Wheat Growers to expand its market development program in Brazil. The association will be receiving funds from the Wheat Development Division of the Nebraska State Department of Agriculture to work with GPW in carrying on the projects.

Brazil is one of the developing cash markets for U.S. wheat. In 1966-67 the U.S. exported about 1.1 million tons of wheat to Brazil. About 830,000 tons of this total was Hard Red Winter Wheat, the class produced in Nebraska. Sixty-three percent of the exports were commercial, the remainder under PL-480. Previous to 1964-65, almost 90 percent of the exports were PL-480.

EXPORT PROMOTION MISSIONS

Two government-industry missions, a team for soybeans and feed grains and a team for wheat, are exploring the needs of foreign buyers and actions needed to assure continued growth of the U.S. export market.

The teams, like previous such trade missions, will be representative of the government, the trade, and producers.

The soybean/feed grain team left January 13 on a 2-week mission to markets in Japan and Taiwan. Co-leaders of the team are George A. Parks, acting general sales manager, FAS, and C. Hilary Moseley, assistant deputy administrator, ASCS. Producer members are: for soybeans, Laurel C. Meade, past president, American Soybean Association; for corn, L. C. Carpenter, vice president, Mid-Continent Farmers Association; and, for grain sorghums,

Melvin L. Barton, Dimmitt, Texas. Representing exporters is Henry Becker, assistant vice president, Bunge.

The wheat mission is leaving January 19 on a 3-week mission to Japan, Korea, the Philippines, and Taiwan. Team leader is Clifford G. Pulvermacher, director, Procurement and Sales Divisions, ASCS. The other USDA official is Clancy V. Jean, director, FAS Grain and Feed Division. Representing producers are George C. Harris, member of the board of directors, Western Wheat Associates, Ted Schwinden, past president, Montana Grain Growers Association, and Ray F. Uehling, president, Kansas Association of Wheat Growers. Representing co-operatives is Robert K. Bauer, general manager, North Pacific Grain Growers. Representing the export trade is Samuel E. Mattheson, president, Pacific Northwest Grain Export Association.



Ronald F. Collins, previously Information Officer, Soybean Council of America, has joined the staff of the National Peanut Council as Assistant to the President,



HERE and THERE

The overseas market development review sessions will include Great Plains Wheat, U.S. Feed Grains Council, National Renderers Association, Western Wheat Associates, American Soybean Association, Institute of American Poultry Industries, and market development and trade center attaches. The sessions are scheduled from January 29-February 6 in Rotterdam, February 8-9 in New Delhi, and February 12-21 in Tokyo. Jim Howard and Jimmy Minyard will be the FAS/Washington representatives.

The trade-only American foods exhibit in Manila, November 11-16, attracted 860 visitors and guests from an invitation list of about 600 Philippine firms. Forty-five U.S. firms participated with exhibits of over 500 fresh, canned, dried, frozen, gourmet and specialty-type foods.

Alan Trick, the new agricultural attache in Switzerland, has been working with restaurants to drum-up interest in American foods. Restaurant promotions for U.S. beef and seafoods have recently been held. The press reception for a U.S. seafoods promotion at the Silver Ranch restaurant in Zurich was attended by 18 media representatives from newspapers, women's magazines, radio and TV.

The V.I.V.O. in-store promotion in West Germany, November 9-23, resulted in additional purchases of about \$500,000 worth of American foods. The organization operates six wholesale cash-and-carry warehouses and services about 2,500 retail stores in the Westphalia area.

The U.S. Feed Grains Council is sponsoring a Nutrition and Mill Management Seminar in Tokyo, January 17-19. The U.S. speakers are W. E. Glennon and Gerald Karstens of the American Feed Manufacturers Association, and Clarence D. Palmby, USFGC. Presentations will also be made by prominent Japanese feed manufacturers and officials from the Ministry of Agriculture and Forestry. A large turnout of Japanese feed and related industry technicians is expected.

Market development activities of Great Plains Wheat are helping make Venezuela an expanding cash market for U.S. wheat. Venezuelan imports of U.S. wheat increased from 5.5 million bushels in 1961-62 to more than 17 million bushels last year. Since 1964-65, the U.S. share of the market has increased from 48 to 78 percent.

A Thailand livestock buying team recently made a return trip to the U.S. to purchase 104 head of Santa Gertrudis, Charolais and Brahman cattle valued at \$104,280. The first trip in 1966 netted purchases of \$102,400. The Thai Government shared the cost of the 1967 buying team under an FAS market development project.

Three U.S. livestock judges will be participating in the Guatemalan National Livestock Show, January 21-28: D. W. Smith, Santa Gertrudis Breeders International; Ronald Chapman, Holstein-Friesian Association of America; and F. M. Peacock, American Brahman Breeders Association. The judges are hopeful of developing additional interest for U.S. livestock in the Central and South American area.

The Central American Livestock Show in Honduras, February 4-10, will also be covered under an FAS market development project. An educational pavilion will be used to point out the advantages of U.S. livestock. Dairy and beef cattle judges will be supplied. U.S. agricultural attaches from Costa Rica, El Salvador and Guatemala will be present and breed association representatives will be meeting with local cattlemen at the Show.

Roger S. Euler has been assigned as Agricultural Attache to Moscow, replacing *Brice K. Meeker* who has been reassigned as Agricultural Attache to The Hague. Euler served as attache to Warsaw from 1961 to 1965 and has been working in the Program Development Division, FAS/Washington for the past two years.

The California Raisin Advisory Board has developed a two-color emblem for use as a symbol of quality and means of easy identification on consumer packs of California raisins overseas. The 8,000 member All Japan Bakers Federation has adopted the emblem for use on all its raisin bread wrappers.

Peter H. Pohl, Institute of American Poultry Industries Director for Austria, Germany and Switzerland, will be one of the speakers at the IAPI Fact Finding Conference in Kansas City, February 8-11. His subject, "New Opportunities in the Export Market."

The U.S. Agricultural Attaches for the European area will be holding an area meeting at Madrid, March 6-12.

The agricultural trade balance (exports less imports) for July-November, 1967 was \$811 million, accounting for 50 percent of the U.S. favorable trade balance. Agriculture with only about 25 percent of the total U.S. trade thus contributed \$2 for every \$1 of non-agricultural products.

Market development is not new, reports the Wheat Associates office in Tokyo. In 1867 the Japanese Emperor Meiji made it official government policy to promote the consumption of rice. WA is now trying to apply the same principles to increasing wheat consumption in Japan. Meanwhile, in the Philippines, a new version of market development seems to have developed. Bandits waylaid a truckload of the U.S. Arbor Acres baby chicks, paid the owners the going price and sold the chicks at a profit.

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45 Foreign Agricultural Service
United States Department of Agriculture

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Chile Lebanon

Institute of American Poultry Industries:Germany Japan
Italy NetherlandsFATS & OILSAmerican Soybean Association:

Japan

Soybean Council of America, Inc.:*Colombia *Italy
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Germany Pakistan
India Spain
Iran TurkeyFRUITS & VEGETABLESNational Cannery Association:

Belgium

Florida Citrus Commission:

Belgium

Dried Fruit Association of California:

Netherlands

California-Arizona Citrus Industry:

Belgium

California Cling Peach Advisory Board:

Belgium

FRUITS & VEGETABLESNorthwest Horticultural Council:

United Kingdom

GRAIN & FEEDGreat Plains Wheat, Inc.:Brazil
Netherlands
VenezuelaU. S. Feed Grains Council:Germany Netherlands
Greece Spain
Italy United Kingdom
JapanWheat Associates, U.S.A., Inc.:India Philippines
Japan TaiwanRice Council for Market Development:Belgium Switzerland
Germany United KingdomLIVESTOCK & MEAT PRODUCTSNational Renderers Association:

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The above does not include the offices of the new International Institute for Cotton, a world organization for research and promotion of cotton of which the United States is a member.

*Offices to be closed about April 1, 1968

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